

**REMARKS**

Reconsideration of this application and withdrawal of the rejections set forth in the Office action mailed April 20, 2006 are requested in view of this amendment and the following remarks. Independent claims 1, 19, 38, and 56 have been amended to further clarify these claims, and such amendment is supported at least at page 12, lines 16-20 of the original specification. No new matter has been added. After entry of this amendment, claims 1-14, 18-23, 30, 37-40, 55-61, 73, 76, 77, and 90-98 will be pending.

**Claim Rejections – 35 U.S.C. § 102**

Claims 1-12, 19-23, 30, 37-40, 55-61, 73, 76-77, and 90-98 were rejected under 35 U.S.C. § 102(e) as being unpatentable over U.S. Patent Application Publication No. 2004/0226042 to Ellis (“Ellis”). Because the cited reference fails to disclose, teach, or suggest the subject matter of the present claims, Applicant respectfully submits that the rejection be withdrawn.

Independent claims 1, 19, 38, and 56 of the present application recite: (a) converting the first video content to a format having a predetermined reduced size...the predetermined reduced size occupying a major portion of the display, and (b) at least a portion of supplemental information is displayed on a second portion of the display separate from the first portion of the display.

First, Ellis does not teach or suggest converting the first video content to a format having a predetermined reduced size, wherein the predetermined reduced size occupies a major portion of the display. Ellis teaches that a set-top box “may re-proportion (i.e., shrink) the amount of screen area used by current program 77...” (Ellis, para. 54), but Ellis does not teach or suggest an amount

for which the screen area should be re-proportioned. Also, dependent claims 18, 37, 55, and 73 recite that the first portion of the display is approximately 80% of the display. Ellis also fails to teach or suggest any amount to which the video display should be re-proportioned. Additionally, Fig. 6A-8 of Ellis only show a program guide display superimposed on a video portion, without any re-proportioning of the video portion.

Second, Ellis does not teach or suggest supplemental information displayed on a second portion of the display wherein the second portion of the display is separate from the first portion of the display. At best, Ellis shows a display superimposed on a video portion, but the video portion is not separate from the display (Ellis, Figs. 6A-8).

In addition, claim 9, dependent on claim 1, recites that supplemental information requested by the user is message information intended to be conveyed to the user. Claim 10, dependent on claim 9, recites a converting data step that selectively converts specific portions of the supplemental information, wherein each of the specific portions of the supplemental information relates to corresponding portions of a message. Claim 11 recites that the message information of claim 10 is advertising information. Similarly, claims 22 and 59 recite a converting data step that selectively converts specific portions of the supplemental information. Additionally, claims 91, 93, 95, and 97 recite a request for supplemental information comprising a command to display message information. Claims 92, 94, 96, and 98 depend from claims 91, 93, 95, and 97, respectively, and recite that the message information comprises advertising information.

Ellis, however, does not teach or suggest the recitations of these claims, particularly: (a) that the user may request information about message information intended to be conveyed to the user; (b) a converting data step that selectively converts specific portions of the supplemental information; (c) a converting data step that selectively converts specific portions of the supplemental information, wherein each of the specific portions of the supplemental information relates to corresponding portions of a message; or (d) that the user may request message information wherein the information is advertising information. Ellis mentions that transmitted program information may include advertising information (Ellis, para. 44), but does not teach or suggest requesting such information. Ellis also teaches that the user may request video-on-demand information (Ellis, para. 53), but Ellis does not teach or suggest the limitations described above about requesting message and advertising information, nor does Ellis teach or suggest a converting data step that selectively converts specific portions of the supplemental information. Therefore, for at least the reasons discussed above, Applicant respectfully submits that claims 1-12, 19-23, 30, 37-40, 55-61, 73, 76-77, and 90-98 are patentable.

Claim Rejections – 35 U.S.C. § 103

Claims 13, 14, 18, 37, 55, and 73 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Ellis. Since these claims are all dependent directly or indirectly on the above independent claims, they are patentable for at least the same reasons over Ellis. Additionally, Ellis does not teach or suggest an extent to which a screen area having video content may be re-proportioned, and it would not be obvious to one skilled in the art that video content would be reduced to a first portion occupying a major portion of the display. Ellis only mentions re-

proportioning the display (Ellis, para. 54) without teaching or suggesting how any particular amount of re-proportioning would be desirable or undesirable.

One cannot assume or render obvious that reducing video content to a first portion occupying a major portion of the display would necessarily be desirable, as another system may exist for which it would be desirable for video content to occupy a minor portion of the display. For the same reasons, referring to claims 18, 37, 55, and 73, it would also not be obvious to one skilled in the art to reduce the video content to a first portion that is approximately 80% of the display. Therefore, Applicant respectfully submits that at least for these reasons and the reasons discussed above, claims 13, 14, 18, 37, 55, and 73 are patentable.

### CONCLUSION

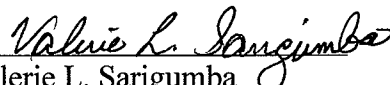
In view of the foregoing amendments and remarks, Applicant respectfully submits that the claims now presented in this application define patentable subject matter over the cited prior art. Accordingly, reconsideration and allowance of the application are requested. If the Examiner feels that a telephone interview could expedite resolution of any remaining issues, the Examiner is encouraged to contact Applicant's undersigned representative at the phone number listed below.

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